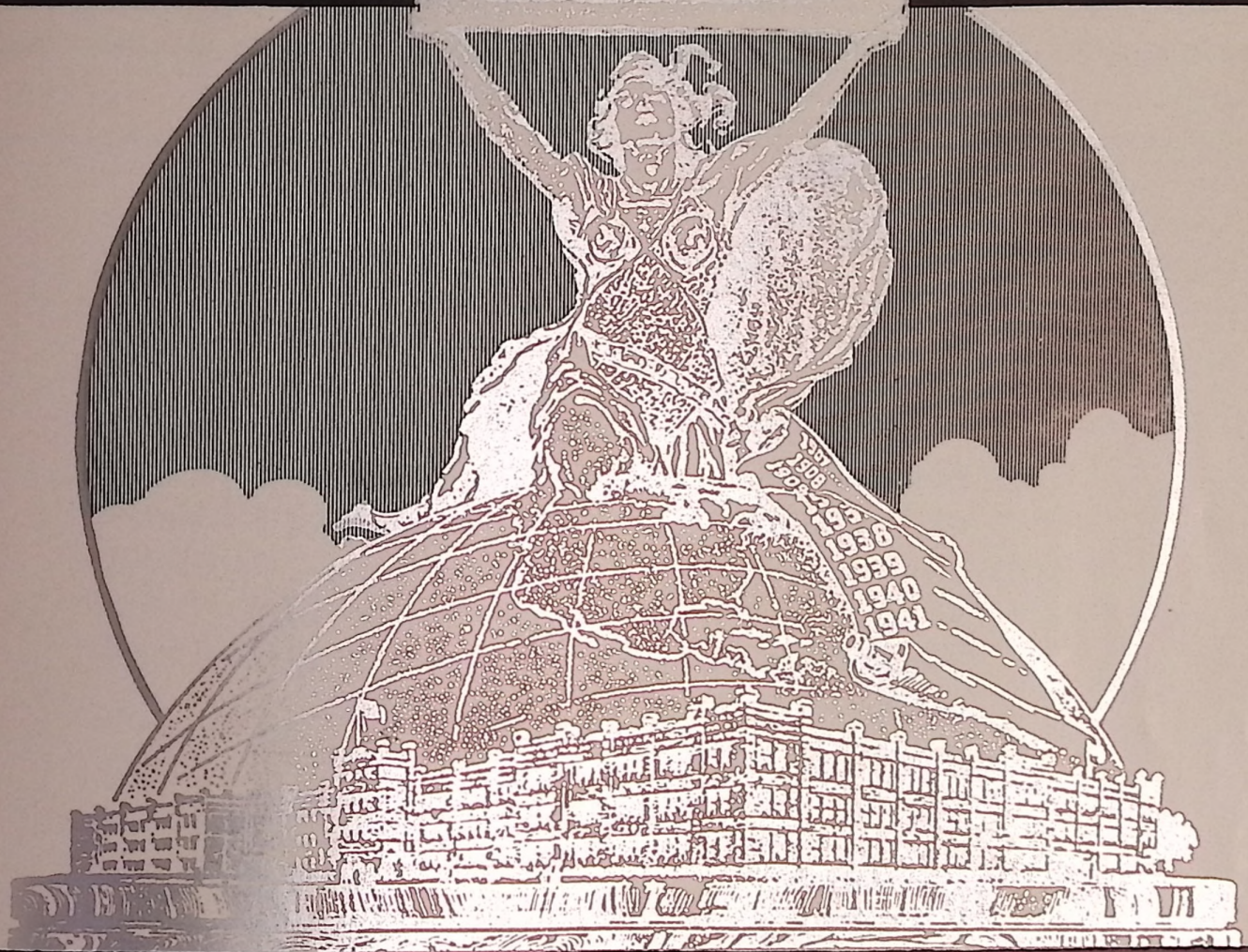


THE REVIEW

Vol. XXXV—No. 36

August 14, 1941



DARE...

*and the world always yields; or, if
it beats you sometimes, dare again
and it will eventually succumb.*

————— (Thanks to Bob Shea)

August Day

Warm sunshine, cool shade, blue sky and lazy, drifting white cloud. From dewy sunrise to last fading sunset gold, fourteen daylight hours for living, working, playing, dreaming.

Trees heavy with leaf and resting, their year's decorating done till October, their verdure getting a bit dusty, Queen Anne's lace and first asters in the meadow, gleaming goldenrod at the roadside, the garden splendid with crimson and rose-pink and salmon of gladiolus and phlox, the orchard boughs bending low with growing weight of Winter fruit. A quail's "Bob-white!" in the brown stubble. A cicada's droning in the dooryard maple, token of the year's turn and Autumn's coming.

A day like any one of the countless August days the sun has looked upon since earth and mankind were young, yet unlike any the sun has even seen. Never before have men been able to work so much evil in the earth in a single day. Never before has one day meant so much to men who are determined that the evil shall be stopped.

(New York Times)

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, AUGUST 14, 1941

No. 36

THOUGHTS ARE THINGS

I'm reminded again to tell you the story of the old book-seller to whom many men owe a debt of gratitude. He has helped them straighten out the mental kinks in their personalities. He keeps his store well stocked with inspirational books and books on practical psychology, often gives them away to those who need them.

I was browsing around his store one day when he told me the story of one young chap whom he had set right. This man was licked and admitted it. He hated his job and everyone he called on. He couldn't see anything good in his prospects. They were just a bunch of fools because they could not see his point of view.

"Of course, you can't win with that mental attitude," the book-seller told him. "Thoughts are things. The scientists at Harvard and other great universities are proving this is a fact not a theory. If you don't like people, they feel it no matter how you pretend. If you expect them to turn you down, they will. Somehow they get that, too.

"Now I want you to make an experiment," the book-seller

went on. "The next time you call on a prospect, stop a minute and say to yourself something like this:

"I like this man. He has many fine qualities. He needs the product I'm selling. He is going to be glad to see me and will be a good listener. I wish this man well, I want to be of service to him and the chances are I'll come away with the order.' That's the technique that Thurston, the famous magician, used to use. Before each performance, he stood for a minute in the wings and said: 'I love this audience. I'm going to give my best to it and it is going to respond splendidly.'

"Now you try the same stunt. It put Thurston over, it will do the same for you."

The book-seller didn't see the young man for some weeks. Then one day he came in radiant with enthusiasm. He wasn't selling everybody, of course. He wasn't working miracles. But he found when he liked other people they usually liked him. He was making friends and getting a kick out of his work that he never believed possible. And his commission checks were growing, too!

Most G-B salesmen have that mental attitude, we should cultivate it diligently and we should have that attitude toward the possibility of selling all parts of the line. If you don't sell Mailing Cards, Post Cards, Blotters, House Organs, say to yourself that you like them and what they will do for the business man. In these days of aiding in the Defense Program those mediums will help keep the business man's story before his customers and prospects in an effective way, telling of his products and services, of any necessary changes in them, thus building good will and publicity now and for the future. Continually try to educate yourself on those mediums, plan your presentations. And that applies to all parts of the Line that you don't sell.

Thanks a million for the job you are doing in August. Let's exert every ounce of our ability to sell every dollar's worth of business we can the last 12 working days of August—August 18th to 30th. Go after those Groceries; you know how you and the Mrs. and the family will enjoy them. In between times let's plan our September Campaign. Christmas is only a little better than eighteen weeks away.

LET'S GO!

J. Mackey

TIME IS SHORT

There is much work to be done and not a great deal of time to complete our work for the year. There are prospects everywhere, regular buyers that have put off placing orders for various reasons, new customers that have wavered and need only one more solicitation to make a favorable decision. Of great importance, tho, it is time now to start a definite Sell 'em Again Campaign.

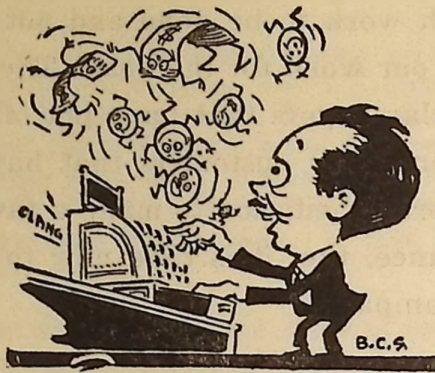
Every buyer who placed an order early in the year should be called on NOW. If shipment has been made, ask your customers to inspect their calendars. The main object of these call backs is to make sure the original order is adequate and in many cases reorders can be obtained easily.

With few exceptions, calendar buyers should use complete campaigns. Where jumbos or smaller rolls have been ordered, the same subject in deluxe or art mounts should be used for home distribution. Where mount calendars have been ordered, our customers should use the same subject in rolls for all public locations.

Any business that has a product or service to sell can cover the field with calendar advertising. It attracts more favorable attention and interests more people than any other known form of advertising and in addition has the advantage of serving also as a most acceptable type of gift at Christmas time.

James R. Talcott

THE GOOD GOIN' STILL GOIN' GOOD



AND THEY'RE RINGING UP SALES THAT WILL BRING HOME THE GROCERIES

George H. Maloney, of the Big Town leads in volume for the week with \$2,000 in three orders—all sold to the same good customer, a big MANUFACTURER OF WHITE BEARING METAL.

First on the list is a \$1000 sale of Paragon. Next is a \$700 sale of Paper Weights. Third is a nice order of Pocket Knives.

This business comes from a satisfied customer—an account which George brought home last year.

Some salesmen travel by the volume route and others by the Number-of-Orders route. And here's G. R. Russell who is a most consistent order getter and who, this week, scores eight times in four days. Tops on the list is a dealer in PETROLEUM PRODUCTS who buys Knives. Next is a STATE BANK with a nice order for "Here Peace and Happiness Abide" to advertise "A SAFE BANK THROUGH CONSERVATIVE MANAGEMENT."

Russell also sells two LUMBER DEALERS, two HOTELS, a SHELL OIL DEALER, a SERVICE STATION and another BANK.

Lynn Walker of North Carolina, scores six hits for a total of \$350 as follows: A substantial sale of "Spirit of Youth" in Class D to a JEWELER, "Spirit of America" to a FURNITURE DEALER, "Bright Bouquets" Post Cards to a SEED COMPANY, "Happy Bluebird Family" to a LIFE INSURANCE AGENT to advertise—"WE RECOMMEND LIFE, HEALTH AND ACCIDENT INSURANCE, NOT BECAUSE SOMEONE MAY DIE, BUT BECAUSE SOMEONE MUST LIVE." Also, Holiday Greetings to an INSURANCE COMPANY and Safety First Key Cases to a SERVICE STATION.

S. E. Adams of Colorado sold Pencils to a DAIRY, "Priceless Heritage" to a COAL DEALER. Business Calendars to another COAL DEALER, "Spirit of America" to a TRANSFER AND STORAGE COMPANY and Safety First Ger-Bars to a GROCER.

Marvin Mitchell scores six times for nearly \$350—Paragon Key Cases to a SERVICE STATION, "Joy of Living" on Farmer's Wife's

Record calendars to a GENERAL MERCHANT, Business Calendars to an INSURANCE AGENT, Metal Calendars to a COAL DEALER to advertise "GOOD FUEL—THAT'S ALL," "STEADY" to an OIL DEALER, and Pencils to a MANUFACTURER.

A. W. Thurn makes six sales for the week for a total of more than \$600. A \$300 sale of last edition hangers to a BREWERY, a sale of "Silver Dawn" to a PLATE GLASS AND MIRROR CONCERN, "Sunrise" to a LUMBER DEALER, Air Pilots to a FUEL DEALER, "Steady" to an OIL DEALER, and a sale of last edition calendars to a GLASS COMPANY.

Charlie Chamberlain made seven sales—Ger-Bars to a COAL DEALER, Pencils to a LUMBER DEALER, "Will Rogers" Ger-Bars to a SERVICE STATION, Pencils to a GULF GAS DEALER, Paragon to a MANUFACTURER—a new customer, "Spirit of America" to a FUNERAL HOME, and Ger-Bars to a SERVICE STATION.

Cliff Higgins makes eight sales—Knives to a BEVERAGE BOTTLER—Family Record Books to a BANK, Memorial Records to a FUNERAL HOME, "Priceless Heritage" to a BANK, Business Calendars to a BOTTLER, Paragon Billfolds to a BEVERAGE WORKS, "Priceless Heritage" to a DEPARTMENT STORE, and FD Service to a FUNERAL DIRECTOR.

R. M. Bender sells "Bright Bouquets" Blotters to a FLORIST, "Sunrise" to a BOAT BUILDER, "Will Rogers" Calendars to a PRINTER, "Springtime" to a CLEANER, "Clipper Ship Surprise" to a dealer in MOTOR PARTS and "Playmates" Blotters to a dealer in AUTO SUPPLIES.

Dan Morriessy scores six hits—Mass Cards to a FUNERAL HOME, "Autumn Rhapsody," "Silver Dawn" and "Guiding Hand" to a CLEANER, FD Service to a FUNERAL DIRECTOR, Clergyman's Record Cards to a FUNERAL HOME, Holiday Greetings and Calendars to a MORTICIAN, and FD Service to a FUNERAL DIRECTOR.

Gene Keltner made six sales—Auto Lists to a FUNERAL DIRECTOR, R19 Religious Calendars to a FUNERAL HOME. Paragon to a PRINTER, Knives to a COAL DEALER, Metal Desk Calendars to an INSURANCE AGENT, and "Proud Mothers" to a PORTABLE GRIST MILL.

A. C. Talerico still keeps his unbroken record of business every day. This week he rings up six sales—Paragon Key Cases to a dealer in AUTO SUPPLIES, Pencils to a BROKER, Paragon Clothes Brushes to an INSURANCE AGENCY, Metal Desk Calendars to a FURNITURE DEALER, "Sweetheart" Blotters to a BROKERAGE CONCERN and Ger-Bars to a DEALER IN HARDWARE AND IMPLEMENTS.

And again, Mr. Talerico's orders all come from new customers.

L. E. Page of Virginia is another six time man, and here's how he did it—"Be Sure You Are Right" to an ELECTRIC APPLIANCE DEALER, Safety First Campaign to a GROCER, Religious Ger-Bars to a GROCER, Pencils to a LUMBER DEALER, "Be Sure You're Right" to an AUTO SERVICE CONCERN, and "Be Sure You're Right" once more to a GARAGE. Also a Safety Campaign to a WHEEL ALIGNMENT CONCERN.

N. G. Beatty is still coralling new customers among SERVICE STATION OWNERS with the "Gas Tank" Greeting. This week he scores

two new customers and another new customer with Pencils—each account is or will be—worth \$100.

A. A. Bender makes four sales for \$200—Memorial Record Books to a FUNERAL HOME, "Crandell Creations" Blotters to a FEED AND GRAIN MILL, FD Service to a FUNERAL DIRECTOR, and Knives to a LIFE INSURANCE COMPANY.

Charles Caldwell's best sale of the week calls for "The Joy of Living" sold to a SALES CORPORATION for \$123.

Perc Earl's best for the week is a \$116 sale of Paragon Billfolds and other items to a BOX MANUFACTURER. Mr. Earl also sells "Spirit of America" to a FLORIST, Pencils to a TEXTILE MANUFACTURER, and "Our America" Blotters to a MANUFACTURER.

Leo Himelhoch is strong for complete campaigns because he finds they are beneficial to his good customers. His best sale of the week is a complete campaign of "Priceless Heritage" in Billboards, Hangers and Utility Calendars, sold to a COAL DEALER, a brand new customer for \$150. Next order in size is a \$143 sale of Paragon to a BEER DISTRIBUTOR. Leo also sold "Bright Bouquets" Post Cards to a COAL DEALER to say "THANK YOU" for patronage.

Jim Hartman made three sales for over \$350—a \$240 sale of Knives to a THEATRE SUPPLY HOUSE, a \$67 sale of Paragon Sun Glasses to a LUMBER DEALER and a \$50 sale of "Here Peace and Happiness Abide" to a TITLE ABSTRACT CONCERN.

P. H. Keboch's best for the week was a \$131 sale of Paragon to an AUTO DEALER—a new customer. Second on his list is a \$117 sale of Paragon to another AUTO DEALER—an old customer.

"EVERY TIME WE MAKE A FRIEND WE GROW A LITTLE." Suggesting that copy line won a brand new customer for Jut Laing when he showed it to the manager of a LOAN COMPANY in connection with the WILL ROGERS GER-BAR.

R. A. McCune of Maryland makes a \$300 sale of last edition hangers to a FUNERAL DIRECTOR—an old customer.

Repeatedly, we have stated that the Buick dealer likes to tell the world that BUICK IS A SAFE CAR. Some of you believed us and others decided to prove the truth for themselves. Among the latter is A. McWilliams and he cashed in on the information by selling the BUICK DEALER a nice order of "Be Sure You're Right" in billboards and art mounts using this copy—RIDE IN A SAFE CAR—BUICK. Mr. McWilliams also sold Paragon Key Cases to a PONTIAC DEALER and a CHEVROLET DEALER, also Will Rogers Ger-Bars to a MUTUAL INSURANCE AGENCY, and a nice sale of Paragon to a FUNERAL DIRECTOR.

V. A. Magnuson of Minnesota created a new account with a \$107 sale of Pencils to an ICE AND FUEL DEALER.

H. D. Evans of Pennsylvania created three new accounts selling a \$135 order of "In Remembrance" Boxes to a FUNERAL DIRECTOR.

"EVERY TIME WE MAKE A FRIEND, WE GROW A LITTLE." Larry Moss showed the proprietor of a SHOE SHOP how that copy line tied up his business with "When a Feller's Got a Friend" and the result was a new customer. Larry also sold Pencils to a GROCER for \$77, Pencils to a GENERAL STORE for \$62 and Ger-Bars to a MARKET.

O. O. Noell's best was a sale of 3000 Religious Fans to a MORTUARY. Mr. Noell also sold Religious Calendars to a FUNERAL DIRECTOR and 250 Paragon Key Cases to a CHEVROLET DEALER.

Walt Olson made four sales for nearly \$500—a \$300 sale of Pencils to a BEVERAGE BOTTLER, Religious Calendars to a FUNERAL DIRECTOR, Paragon to an OIL DEALER, and 250 Paragon Key Cases to a DX SERVICE STATION.

Nick Osburn's best for the week is a \$108 sale of News Quiz to a MERCANTILE CONCERN—a new customer—and a \$100 sale of Blot-
ters to the same customer.

Ryan Perry is still proving that he's proud to be an American by placing "Spirit of America" in every community in his territory. Here's a nice sale to a DAIRY amounting to nearly \$100. Mr. Perry also sold 250 Paragon Key Cases to a FORD DEALER and made several sales of FD Service to FUNERAL DIRECTORS.

Sam Raborn's best of four is a \$100 sale of "Freedom for All" to an INSURANCE AGENCY.

Frank Raitz' best sale out of three calls for over \$300 worth of Bluebird Post Cards and was sold to a FUEL DEALER. Here's the copy—"ALWAYS AND IN ALL WAYS WE STRIVE TO FURNISH OUR CUSTOMERS WITH QUALITY FUEL AND TO GIVE THEM THE BEST IN WINTER COMFORT."

Harold Ricker's best for the week is a nice new account won with "Here Peace and Happiness Abide" sold to a FUNERAL DIRECTOR.

W. A. Scheafer's best is a \$105 sale of "Be Sure You're Right" to a LUMBER, COAL AND GRAIN DEALER.

Fred Shallish's best is a \$214 sale of "Spirit of America" in Billboards and Art Mounts to a COAL DEALER.

Ross Sherfey has several new customers to report, best of which is a nice sale of "Kiddie Champions" Blotters to an INSURANCE AGENCY.

Ed Sierer's leader for the week is a \$160 sale of "Rainbow Fishing Fleet" to a DYE WORKS.

Isidor Siegel rings the bell four times for a total of \$575. His biggest is a \$375 sale of "Scenes of My Childhood" to a MILKING MACHINE MANUFACTURER and his next best is a \$120 sale of Paragon to a MOTOR EXPRESS COMPANY—a new customer.

Mrs. Estelle P. Thompson of Missouri brings home two nice orders. One is for \$156 worth of "My Bonnie" sold to a COAL DEALER, and the other is a \$100 sale of "Bright Bouquets" Post Cards to a WOMEN'S READY-TO-WEAR SHOP—a new customer.

Art Vores makes another nice sale of "Spirit of America" to a COAL DEALER.

S. C. Whalen sells "Spirit of America" to an OVERALL LAUNDRY for Industrial Distribution—(a good idea).

Ed. Gerrish makes five sales for the week—"Springtime" to a RADIO SHOP, "Spirit of America" to a MERCANTILE CONCERN, Ger-Bars to a TAVERN, FD Service to a FUNERAL DIRECTOR and Business Calendars to an INSURANCE AGENCY.

O. M. Wildman of California scores five times—Paragon Key Cases to an OIL DEALER, a new customer—"Rah! Rah! Rah!" to a TRUCKER, Paragon to a DAIRY, Key and License Holders to a DEALER IN FARM PRODUCTS and Ger-Bars to a HARDWARE DEALER.

WHEN TO STOP ADVERTISING

The current issue of Printers' Ink publishes a letter written by G. H. Chamberlaine, Western Advertising Manager of Good Housekeeping, which is well worth reading and repeating. In this letter, written in ironical style, Mr. Chamberlaine has this to say—

Within the last few weeks I have read a number of statements regarding the importance of advertising under present conditions. After digesting this material it seems to me that a manufacturer who finds himself in over-sold condition, or who expects to be oversold, can with all logic discontinue his advertising, provided the following conditions prevail:

1. His present competitors stop advertising.
2. No new competitors enter the field.
3. No one discovers a substitute for his product.
4. None of his present dealers goes out of business.
5. No new dealers enter the picture.
6. His dealers do not realize he has stopped pushing the product after stocking them with it.
7. The public stops being born.
8. The public stops dying.
9. The public stops forgetting.
10. He expects to go out of business as soon as the parade is over.

We think this letter makes sense, and we hope all the "Timid Souls" of the business world read it. Fortunately, there are not many such persons in this country. Yet there are more than there should be. There always have been. That's why thousands of small business firms folded during the first World War, and why thousands more folded during the 1929-1936 depression. These firms thought they could get along WITHOUT advertising and by the time

they discovered their mistake, it had been done. It was then too late to do anything but close up.

There is no doubt that many business concerns, finding themselves unable to obtain raw materials or finished goods, were tempted during the months following the close of World War I. to cease advertising. For, admittedly, it is extremely discouraging to spend money for advertising when you know that you haven't the goods to supply the demand which that advertising creates. But such a policy is not only shortsighted in its longer aspects—suicidal—it has been tried time and time again and never resulted in anything but failure.

Business men who cease or curtail advertising during times of depression and of war simply do not understand the conditions of printed salesmanship. They look entirely the fact that GOOD WILL must be retained and that the public has short memories. Consequently, they lose the really priceless things for a temporary money saving. And that temporary saving is practically always turned into a permanent money loss.

During World War I, as we have stated in these articles, hundreds of business firms WENT OUT OF BUSINESS because they were so shortsighted as to discontinue advertising. Hundreds of others, by the curtailment of advertising, lost their competitors to take most of their customers away from them. This is history that nobody can deny. On the contrary, though this writer has tried hard to do so, he cannot find the record of even one firm that discontinued advertising which either closed down or lost any appreciable number of customers. All of the firms that kept on advertising during World War I. emerged from that trying period with colors flying, and eventually were much larger than they had been.

Periods of war and depression always tend to shake out the cowards and the shortsighted. The result is that business firms that have shown courage and foresight come through the crisis stronger than they have ever been before. In advertising as in everything else, the big rewards go to those who have the fortitude to carry on—to STAND UP to whatever conditions they may be obliged to face.

As a matter of fact there is a big swing now going on from straight selling advertising to INSTITUTIONAL advertising. This is right down our alley. As we all know, Gerlach-Barklow advertising is primarily of the "good will" variety. It can sell goods, and DOES sell goods, but its most important function is to gain and maintain public approval and public acceptance.

Don't let any prospect or customer turn

you down just because he can't obtain goods, is oversold, or has "more business than he can handle." The time is coming when this business man WILL BE ABLE to obtain goods, will be UNDERSOLD, and will give his eye teeth for business. And, when this war is over, that time will be upon us almost at once. Call this fact to the attention of your prospects and customers and—for THEIR OWN GOOD—show them why it is imperative for them to think ahead and plan ahead now, and why—in looking ahead and planning ahead—they must utilize GOOD WILL ADVERTISING.

With business firms turning more and more each day to GOOD WILL, INSTITUTIONAL ADVERTISING, we have the opportunity of our lives to obtain new customers. All that is required is logical, sensible SALESMANSHIP. There is not one real argument AGAINST the continuance of advertising provided such advertising stresses Good Will. There are a thousand real arguments FOR it. Find them. Use them. The world is yours if you do.

Jewett E. Ricker

TRAFFIC DEATHS AMONG CHILDREN SHOW BIG JUMP

Death to Chicago's pedestrian children from traffic accidents in the first half of this year rose 44 per cent over the same period in 1940. Twenty-five youngsters, all under 16 years, were killed last year from Jan. 1 to June 30, as compared to 36 deaths for the first half of 1941.

These figures have been released by the Chicago Motor club which recently completed a survey with Ald. George D. Kells [28th], chairman of the city council traffic committee. A month by month tabulation of child deaths for the two periods follows:

	1940	1941
January	0	4
February	4	5
March	3	6
April	3	4
May	7	10
June	8	7

Studies made in other years show that child traffic deaths increase 68 per cent during July and August. This increase, traffic men say, is due to the fact the two months are the school vacation period, which brings a slackening of safety education among children.

As a means of fighting the steadily rising death toll, particularly during the vacation months, the motor club has launched a \$500 back yard contest appealing to fathers and mothers to set aside a portion of their property for the use of children.

Grand Prize of \$100

A grand prize of \$100 will be awarded for the most useful yard in Cook county. Sectional prizes of \$25 each are to be given to the owners of yards designed to keep youngsters off the streets. Entry blanks may be obtained from the motor club offices, 66 East South Water Street.

Traffic dangers are being reduced during the school term by the safety patrol boys, Charles M. Hayes, president of the club, said.

"Educational leaders thruout the Chicago area have given their support to a number of excellent safety programs for children," he declared. "With their aid the school safety patrol is steadily reducing the dangers to and from school. But during the vacation months and after school hours these programs are relaxed and the children are on their own.

"Parents must cooperate. The most logical way is to guide the child's normal activities into safe places. A back yard play yard keeps them off the street."

ARE YOU DOING YOUR PART?

Note, please, the fact that the Chicago Tribune states that the increase in child traffic deaths in summer is largely due to the slackening off of Safety education during the school vacation period.

This constitutes a tacit commendation of Safety education and it reminds us that we have a duty toward teaching children to play safe and teaching motorists that children should be seen — not hurt.

Ask yourself seriously whether YOU are doing your part in this great crusade. Elsewhere in this issue of REVIEW, read the actual figures of those Americans killed in the first World War, of civilians killed in London air raids and of men, women and children killed by autos in America during a comparable period of time, then answer this question.

Refreshing!



Show Playmates Blotters and Sell 'Em Now!

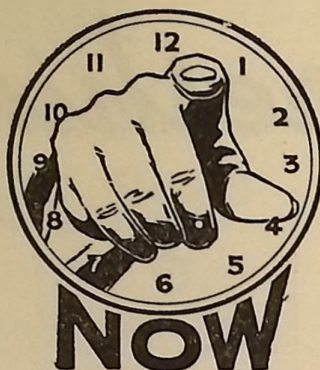
Weather hot? Show "Playmates" blotters to your prospects! They'll feel better, and so will you when you turn them into new customers.

Sell small blotters for use as envelope stuffers, with "Thank you" copy. Every time you sell 1,000 of these blotters to a new customer you earn 30 bonus points in the Bring-Home-the-Groceries contest!

Sell large blotters, with picture paragraphs and month-plates, to the manufacturer or jobber for regular monthly mailings. Every time you sell 1,200 large blotters at Service 1 prices, you earn 50 bonus points!

Sell Playmates on News Quiz, too. Show your August News Quiz sample to that manufacturer of brick or paper boxes. Explain the advantages of mailing out 100, 200 or 500 of these interesting folders each month, to WIN and HOLD good will. Every time you sell 100 a month to a News Quiz buyer, you earn 118 bonus points. Sell 200 a month, and you earn 180 points. Sell 500 a month and crash through with 358 points!

Your Playmates want to help you Bring Home the Groceries! Give them a chance—today!



IS THE TIME TO GET RIGHT DOWN TO BRASS TACKS IN SELLING PARAGON

August has always been a good month in which to sell leather gift utilities, but this year it's better than ever and getting better every day. How good the next thirty or sixty days will be for you, depends upon what YOU put into the job.

Today we have turned the corner and are heading directly toward the Christmas holidays—and from here on, our journey will be smooth sailing if we'll only remember to SHOW just one piece of Paragon and suggest a definite plan of distribution to every customer or prospective customer upon whom we call.

The salesman who sells IDEAS tied up to a certain selected piece of PARAGON will find the sailing much easier than those who depend entirely on their ability to sell it on a purely commercial basis.

It isn't a question of how much foot-work you can accomplish each day, but rather, how much HEAD WORK in systematically planning for each interview before you make the call.

To call on a prospect and offer him leather only is not enough. It isn't even good policy to display your entire line. More sales can be made by calling with only one sample which you will offer with a certain clearly defined plan of how it is to be used and to whom your prospective customer will offer it. Such a plan requires only about two minutes of your time and the sale is generally made quickly or not at all.

Plan your work and work your plan. Make the remaining days of summer and early Autumn produce more actual business than those of any other part of the business year. KEEP GOING AND KEEP SHOWING and you'll be agreeably surprised how many interviews will mean sales.



We Proudly Present

"Our America"

A Series of Beautiful Landscapes,
Representing Every Section of the U. S.

THIS is Our America—the beautiful shorelines, lakes, rivers, mountains and waterfalls that are the stage-setting for this great nation of ours!

The scenes in this series are those we love, and they are as important to National Defense as men and factories, for these pictures portray America—the land we love, the land in which, and for which, we live.

This is the first of the series. Other pictures will show other parts of Our America. We hope that you will enjoy these pictures as much as we enjoy sending them to you. If you do, why not drop us a post card with your comments!

Sell

Our America to New Customers!

The "Our America" series of landscapes is popular on blotters, especially in demand with—

Truck Companies
Service Stations
Funeral Directors
Travel Bureaus
Wholesalers
Coal Dealers
Real Estate Men
Optometrists
Savings and Loan
Laundries
Jewelers
Dairies

With imprint in blue as sampled, Our America blotters are sensibly patriotic. If a formal business card is preferred, ad can be printed in black. Use Our America blotters to boost business now. Every time you sell 1,000 blotters, you earn at least 30 bonus points!

WELCOME HOME THE BANKER

It is more than gratifying to see banks coming back to the fold of Good Will advertising every day. Time was when the banker was our best customer, but he thought he could get by without us and thereby cut down on his overhead for a few years until he got on his feet, but eventually it dawned upon him that he could live without friends—but not so well, and while we have been doing pretty well without the banker's patronage, yet down in our heart we missed him like the deuce and we're just as happy to see him coming home as he can possibly be to return.

One big reason why we like the banker as a customer is the fact that as a rule, he buys better quality calendars than the average and we're strong for selling QUALITY whenever we possibly can.

Now here is the situation—the average successful banker knows he needs the good will of the people in the community where he secures most of his business and as for you, your job is to convince him that you can help him to build good will and win friends. Before you do much arguing, we suggest that you pick a picture and then tie that subject to your prospect's business or profession with a fitting slogan.

You may be agreeably surprised to find what a selling help this idea can be.

Will you please try it, using some of these sixteen slogans?

BANK WITH US AND YOU CAN BANK ON US
A GOOD BANK IN A GOOD TOWN
SERVICE IS NOT OUR MOTTO—IT'S OUR BUSINESS
MAKE OUR BANK YOUR BANK
A HOME BANK FOR HOME PEOPLE
MAKE THIS YOUR BANKING HOME
YOU'LL LIKE OUR SERVICE—WE'LL LIKE YOUR PATRONAGE
A FRIENDLY BANK IN A FRIENDLY COMMUNITY
A PROGRESSIVE BANK IN A PROGRESSIVE TOWN
WE OURSELVES THE BETTER SERVE BY SERVING OTHERS BEST
THE BANK OF FRIENDLY SERVICE
BIG ENOUGH TO SERVE YOU—NOT TOO BIG TO KNOW YOU
THE KIND OF A BANK YOU'LL LIKE TO DEAL WITH
A BANK WORTHY OF YOUR CONFIDENCE
WHERE YOUR PATRONAGE IS APPRECIATED
AT YOUR SERVICE ALWAYS AND ALL WAYS

HOW DID YOU LIKE THOSE EXTRA PRINTS FOR GER-BARS?

Last Monday we had the pleasure of sending to every salesman an envelope containing a nice assortment of Last Edition prints which, as long as they last, may be sold on Ger-Bar mounts.

EVERY DAY IS OPENING DAY TO THE BUYER WHO HAS NOT SEEN THEM

Try to imagine that it's Opening Week and you're starting out with a new Gerlach-Barklow line. Do you remember the first time you ever saw those subjects—how you and your fellow salesmen in convention cheered when certain pictures were shown on the screen and how you predicted success with those pictures? Success that soon became a reality. Well, here are some of the choicest subjects we've ever offered and at such ridiculously low prices that it hardly seems possible.

"WHO'S MY BEST PROSPECT FOR THESE GER-BARS?"

It would be easier to name those who are NOT prospects—at least, it would require less time and less typing, but please permit us to offer a suggestion—

THE FURNITURE DEALER is one of the best prospects because he must of necessity present his calendar to every person requesting it, and that means a distribution of anywhere from 1,000 to 5,000 calendars and Ger-Bars are priced to fit his budget.

THE DRUGGIST doesn't as a rule have many "Charge" customers, therefore he must present his calendar to all or practically all who call for it and our Ger-Bar fits his budget also.

THE CORNER GROCER.

THE COAL DEALER.

THE DAIRY.

THE LAUNDRY.

THE DRY CLEANER.

All these are live prospects for these beautiful Ger-Bars and this means real opportunity for new life-blood in your business.

You will find in your sample envelope, as fine an assortment as any new line contains. Several SAFETY FIRST subjects, a Will Rogers picture, a Bluebird calendar—in fact something to fit every need.

"THE END OF A PERFECT DAY"

Larry Moss spent Friday, August 8th in a rapidly growing little industrial city of about fifteen thousand population, and if any member of our great sales organization suffers hallucinations about Friday being an unlucky day, here's where you should change your mind.

Larry sold practically every part of the G.-B. Line and his sales volume for the day reached mighty close to the \$500 mark.

MOTOR TRANSPORT COMPANY—

"Forever Yours" in R-5	\$54
"Forever Yours" in D-52	38
"Forever Yours" in Greetings	21

TRUCKING AND TRANSFER COMPANY—

"Light of Her Eyes" R-7	66
"Light of Her Eyes" Greetings	21
"Light of Her Eyes D-52	33
Blotters	45

PETROLEUM TRANSPORT—

"Springtime" in R-5	27
"Springtime" in D-52	34
Letter Openers	19
"Route 41" Greetings	11

GRADING CONTRACTORS—

Paragon	45
Paragon	31

Take into consideration the fact that half of this is new business and the further fact that it represents just one good hard day's work and you won't wonder that Larry heads his report, "THE END OF A PERFECT DAY."

Note this fact, too—Larry appreciates the desirability of complete campaigns and makes his presentation accordingly, showing the buyer how the complete campaign benefits him.

Just for fun, we'd like to see someone challenge Larry on the subject of duplicating this order.

**THINK OF THE GROCERIES THIS WILL MEAN FOR THE
MOSS FAMILY LARDER.**



ALLEN'S ORANGE-CRUSH

It Makes You Glad You're Thirsty

1941	AUGUST						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	-	-	-	1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							

Are YOU Doing Your Part?

American soldiers and sailors killed in first world war—

50,510

British civilians killed in air raids during eighteen months from January 1, 1940, to June 30, 1941—

41,900

Men, women and children killed by autos in America during the corresponding period of eighteen months approximately—

50,000

ARE YOU DOING ALL IN YOUR POWER TO STOP THE SLAUGHTER OF THE INNOCENTS BY SELLING SAFETY FIRST BILLBOARDS FOR INDUSTRIAL DISTRIBUTION IN THE MANUFACTURING PLANTS IN YOUR TERRITORY?